



WTIC-TV

ORDER

Print Date 10/31/12 Page 1 of 4

Flight Dates 10/30/12-11/06/12

<u>Contract / Revision</u>	<u>Product</u>	<u>Estimate #</u>	2212	
401462 - 5	DSCC IE	<u>Alt Order #</u>	06394766	
<u>Original Date / Revision</u>	<u>Agency Com</u>	<u>Billing Type</u>	Cash	
10/24/12	10/31/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Democratic Senatorial Camp	<u>Billing Cycle</u>	EOM/EOC	
	3050 K St NW	<u>Billing Calendar</u>	BROADCAST	
	Washington, DC 20007	<u>Demographic</u>	A35+	
<u>Agency</u>	Great American Media	<u>Rev Codes</u>	AGY	
<u>Buying Contact</u>	<u>Sales Office</u>	POL	ISSUE	
3050 K St NW	TWDC	<u>Product Codes</u>	PL2	
Washington, DC 20007	<u>Sales Region</u>	National	<u>Priority</u>	02
	<u>Agency Ref</u>		<u>Advertiser Ref</u>	

Primary Account Executive

Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 16% Market Value 320312

Competing Station	% of Order	Amount
2WCCT	2%	6406
3WFSB	25%	80078
4WVIT	23%	73671
5WTNH	34%	108906
6WCTX	%	0
7CABL	%	0

Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	44	\$43,562.50	\$51,250.00	0.00	10/29/12	11/05/12	44	\$43,562.50	\$51,250.00
Totals	44	\$43,562.50	\$51,250.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	44	\$43,562.50	\$51,250.00	0.00	10/29/12	11/05/12	44	\$43,562.50	\$51,250.00
Totals	44	\$43,562.50	\$51,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
1	61	10/30/12	11/02/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF--	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/29/12 11/04/12 - TWTF-- 2 \$1,800.00 0.00																
2	61	10/30/12	11/02/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF--	:30	2	\$550.00	02	0.00	NM	2	\$1,100.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/29/12 11/04/12 - TWTF-- 2 \$550.00 0.00																
3	61	10/30/12	11/02/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	- TWTF--	:30	2	\$300.00	02	0.00	NM	2	\$600.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/29/12 11/04/12 - TWTF-- 2 \$300.00 0.00																
4	61	10/30/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF--	:30	2	\$425.00	02	0.00	NM	2	\$850.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/29/12 11/04/12 - TWTF-- 2 \$425.00 0.00																
5	61	10/30/12	11/02/12		CM	5p-6p	- TWTF--	:30	2	\$375.00	02	0.00	NM	2	\$750.00	



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Contract / Revision **401462-5** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/31/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Carr Product DSCC IE

Estimate # 2212



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Contract / Revision 401462-5 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Campaign Committee** Product DSCC IE

Estimate # 2212

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
				Su 10p-11p												
				Su 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----- 1		1	\$1,500.00			0.00						
17	61	11/04/12	11/04/12	Fox News Sunday	CM	9a-10a			----- 1	:30	1	\$200.00	02	0.00	NM	1 \$200.00
				Su 9a-10a Fox News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----- 1		1	\$200.00			0.00						
18	61	10/31/12	10/31/12	Wed Prime Rotator	CM	8p-10p			-- 1 -----	:30	1	\$6,000.00	02	0.00	NM	1 \$6,000.00
				Wed 8p-10p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--- 1 -----		1	\$6,000.00			0.00						
19	61	11/05/12	11/05/12	M-F News at Ten	CM	10p-1030p			1 -----	:30	1	\$1,800.00	02	0.00	NM	1 \$1,800.00
				News at Ten												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$1,800.00			0.00						
20	61	11/05/12	11/05/12	M-F News at 11pm	CM	11p-1135p			1 -----	:30	1	\$550.00	02	0.00	NM	1 \$550.00
				News at 11pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$550.00			0.00						
21	61	11/05/12	11/05/12	M-F 3p-4p	CM	3p-4p			1 -----	:30	1	\$300.00	02	0.00	NM	1 \$300.00
				M-F 3p-4p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$300.00			0.00						
22	61	11/05/12	11/05/12	M-F 4p-5pm	CM	4p-5p			1 -----	:30	1	\$425.00	02	0.00	NM	1 \$425.00
				M-F 4p-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$425.00			0.00						
23	61	11/05/12	11/05/12	M-F 5p-6p	CM	5p-6p			1 -----	:30	1	\$375.00	02	0.00	NM	1 \$375.00
				M-F 5p-6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$375.00			0.00						
24	61	11/05/12	11/05/12	M-F 6p-630p	CM	6p-630p			1 -----	:30	1	\$650.00	02	0.00	NM	1 \$650.00
				M-F 6p-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$650.00			0.00						
25	61	11/05/12	11/05/12	M-F 6a-7a	CM	6a-7a			1 -----	:30	1	\$400.00	02	0.00	NM	1 \$400.00
				M-F 6a-7a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00						
26	61	11/05/12	11/05/12	M-F 630p-7p	CM	630p-7p			1 -----	:30	1	\$650.00	02	0.00	NM	1 \$650.00
				M-F 630p-7p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$650.00			0.00						
27	61	11/05/12	11/05/12	M-F 7p-730p	CM	7p-730p			1 -----	:30	1	\$1,000.00	02	0.00	NM	1 \$1,000.00
				M-F 7p-730p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$1,000.00			0.00						
28	61	11/05/12	11/05/12	M-F 7a-8a	CM	7a-8a			1 -----	:30	1	\$400.00	02	0.00	NM	1 \$400.00
				M-F 7a-8a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00						



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Contract / Revision **401462-5** Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision 10/24/12 / 10/31/12Order Sep 00:15:00Advertiser **Democratic Senatorial Carr** Product **DSCC IE**Estimate # **2212**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
28	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00						
29	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$1,300.00			0.00						
30	61	11/05/12	11/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1	\$350.00			0.00						
31	61	10/31/12	10/31/12	World Series on FOX World Series	CM	730p-11p	-- 1----	:30	1	\$12,000.00	02	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-- 1----		1	\$12,000.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	61	10/29/12-11/04/12		World Series on FOX		730p-11p	-- W-----	:30	1	\$12,000.00	02	0.00	NM			
<i>Credited</i>																
32	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 1 --	:30	1	\$12,000.00	01	0.00	NM	1	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--- 1 --		1	\$12,000.00			0.00						
33	61	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	-- WTF--	:30	1	\$350.00	02	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-- WTF--		1	\$350.00			0.00						
34	61	11/01/12	11/02/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	--- TF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--- TF--		1	\$650.00			0.00						
N35	61	11/01/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--- TF--	:30	1	\$350.00	02	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--- TF--		1	\$350.00			0.00						
														Totals	44	\$51,250.00